



Bill Kampine (CAM-PINE), Co-Founder and Chief Innovation Officer, Healthcare Bluebook. Healthcare Bluebook provides insurers and employers comprehensive health care cost and quality data. This helps design employee benefits to incentivize shopping for value. Bill has 25 years of experience in this field, and he can speak to innovative price and quality transparency efforts in the private sector, and how these efforts can lower costs. He can also discuss the ways in which the current transparency rules have been successful, and areas for improvement.